

## **Historic, Archive Document**

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Kalamazoo, Michigan  
March, 1940

Dear Brother Florist:

We are listing herewith some of the finest plants money can buy.

We specialize in hardy plants on a large scale, growing millions of Pansy plants, Violas and English Daisies.

We sell as low as possible consistent with stock of the finest quality.

Over 1100 Florists were supplied by us last Season and 90% of these customers have been with us over 8 years, which is a very good record.

Our hardy plants are extra large and when we specify field grown you can depend upon such stock.

Our Pansy plants are all grown from imported seed direct from the Originators so that we are positive of supplying the very best.

We try to fill all orders within 24 hours.

No charge for packing.

Terms cash or c. o. d. as we do not run any charge accounts, we cannot afford to do so at the prices we sell.

All previous quotations void.

Try a shipment and be convinced.

## MONARCH PLANT FARMS

### FIELD GROWN CLUMPS AS DUG

Many of those can be divided from 6 to 25 divisions.

Quantities To Offer	Per 100
12 Asters Barr's Pink extra variety .....	\$12.00
90 Asters Queen Mary extra variety .....	12.00
105 Asters Tennessee Cloud skyblue variety .....	12.00
500 Dianthus Caesius (cheddarpinks) .....	4.00
750 Helenium Riverton Gem .....	6.00
100 Hollyhocks Chaters double mixed .....	5.00
500 Veronica Spicata, long spike purplish blue .....	5.00
2500 Violets Confederate .....	4.00
3000 Myosotis Victoria dwarf dark blue extra .....	2.00
8000 Bellis Perennis super double mixed .....	2.00
50000 Pansies mixed super giant mixed ready to bud .....	1.50

### 2 YEAR FIELD GROWN HARDY PERENNIALS

Our quality is well known to the trade, all our plants are extremely large and bushy.

Quantities To Offer	Per 100
4000 Agrostema Coronaria Rubra .....	\$ 2.00
7000 Asclepias Tuberosa orange .....	2.25
7000 Alyssum Saxatile yellow basket of gold .....	2.50
1000 Aquilegia Chrysantha, best yellow .....	3.00
750 Aquilegia Henson Harebell, blue .....	3.00
2500 Aquilegia Rose Queen, best rose .....	3.00
6000 Aquilegia Scott Elliott, mixed long sp. ....	3.00
1000 Anchusa Myosotidiflora, blue .....	7.00
400 Aster Alpinus Goliath, sky blue extra .....	3.50
1500 Canterbury Bells, cup and Saucer, single mauve .....	3.00
500 Canterbury Bells cup and Saucer, single pink .....	3.00
1000 Canterbury Bells cup and Saucer, single blue .....	3.00
700 Centaurea Dealbata, rose .....	3.00
175 Centaurea Montana skyblue .....	3.00
150 Centaurea Macrocephala, yellow .....	3.00
1300 Carnation Grenadin Montblanc, white double .....	3.00

## 2 YEAR FIELD GROWN HARDY PERENNIALS (Continued)

1800	Carnation Grenadin King of the Blacks, double .....	3.00
7900	Carnation Grenadin, double red .....	3.00
1300	Carnation Iowa Giants mixed, all shades .....	4.00
2000	Dianthus Single Clove red shades, extra fine .....	2.50
400	Delphinium Goliath, new single and double shades ....	4.00
3000	Delphinium Lamartina deep blue, white center .....	3.00
500	Delphinium Double exhibition, mixed .....	4.50
100	Echinops Ritro, tall heads of purple .....	3.00
900	Foxgloves, pure white .....	3.50
450	Galega Hartlandi white and blue .....	3.00
1250	Gypsophilia paniculate, fl. pl. 3 yr. roots .....	3.00
25000	Gypsophilia Manginii, dwarf, rosy white .....	2.00
600	Liatris Pychnostachya, tall purple extra .....	4.00
500	Linum Perenne, blue Flax, very showy .....	3.00
100	Iris Perry's, best blue .....	3.00
800	Pyrethrum James Kelway vermillion red .....	4.00
800	Pyrethrum Atrosanguineum, red shades .....	3.50
3400	Pyrethrum Roseum Hybrids mixed shades .....	3.00
1000	Penstemon Torreyi, tall scarlet .....	3.00
100	Phlox Sub Atropurpurea, wine red .....	6.00
500	Phlox Sub rosea .....	4.00
1000	Phlox Sub Blue Hill, pale blue .....	6.00
100	Phlox decussatta, mixed .....	4.00
500	Phlox decussatta, Africa dazzling scarlet .....	7.50
1500	Platycodon, blue, 3 yr. roots (balloon flower .....	3.00
250	Stokesia Cyanea, blue hardy Aster .....	4.00
9000	Shasta daisy Snowball Anemone, flowered .....	2.25
4000	Shasta daisy, Mrs. J. Tersteeg, large white new .....	2.25
1750	Sweet William Scarlet Beauty, excellent red .....	3.00
20000	Sweet William very dwarf, mixed, ready to bud .....	3.50
500	Statice latifolia, sealavender .....	3.00

## 1 YEAR OLD PLANTS

Quantities To Offer		Per 100	Per 1000
5000	Coreopsis Mayfield giant yellow .....	\$ 1.00	\$ 7.00
11000	Dianthus Ceasius (cheddar pinks) .....	1.00	5.00
1500	Iberis gibraltarica lavender .....	1.50	10.00
600	Lythrum Superbum roseum .....	1.50	10.00
150	Pyrethrum bloodred .....	3.00	
2500	Pyrethrum Roseum Hybrids mixed .....	1.00	7.00
2500	Pyrethrum atrosanguinenm red shades .....	1.25	10.00
1000	Platycodons blue balloonflower .....	1.25	10.00
12000	Tunica Saxifrage pink .....	1.00	5.00
1000	Tritoma Pfitzeri hybrids .....	2.00	15.00
1000	Tritoma Uvaria mixed .....	1.50	12.00
6000	Myosotis Victoria dwarf blue .....	6.50	4.00

## SELECTED DIVISIONS

.....Your opportunity to get extra stock for lining out

Quantities To Offer		Per 100	Per 1000
8000	Helenium Riverton Gem .....	1.50	12.00
5000	Physostegia Virginica false dragonhead .....	0.75	5.00
2500	Shasta Daisy Alaska florist white .....	1.25	10.00
1000	Shasta Daisy White Dame extra large .....	1.50	12.00
2500	Shasta Daisy Conqueror tall late bloomer .....	1.50	12.00
250	Phlox Mrs. Dorr tall lavender .....	3.50	
175	Phlox L' Esperance lavender white center .....	3.50	
300	Phlox Special French blush pink salmon eye ...	3.50	
4000	Violets Spring Beauty .....	0.75	5.00
3000	Viola Jersey Gem true from cuttings .....	3.00	26.00

**7 LEADING HARDY PHLOXES**  
(extra large divided clumps A No. 1 stock)

Quantities To Offer		Per 100
500	Annie Cook, large blush pink .....	\$ 4.50
500	Europe, white with red eye .....	4.50
250	Jeanne D'Arc, large white .....	4.50
1000	Jules Sandeau, large watermelon pink .....	5.00
250	Riverton Jewel mauve, rose, carmine center .....	4.50
250	Rosenburg, deep violet .....	4.50
250	Widar, violet with white eye, extra .....	4.50

**PHLOX FIELD GROWN PLANTS NO. 1**

Quantities To Offer		Per Dozen	Per 100
500	B. Comte, Tall dark scarlet .....	\$ .75	\$ 5.00
250	Border Queen, large deep pink .....	.75	5.00
250	Champ-Elysees brilli ant, deep purple .....	.75	5.00
250	E. J. Farrington, tall salmon pink .....	.75	5.00
500	Morgenrood, clear pink with red eye .....	.75	5.00
250	Prime Minister, white with crimson eye .....	.75	5.00
500	Rheinlander, extra large, salmon pink .....	.75	5.50
500	Chieftain, new dark red .....	1.00	6.50
500	Aida, NEW dwarf red branching habit .....	1.25	7.00
500	Lord Lambourne, NEW largest salmon .....	1.25	7.00

**NO. 2 SIZE PHLOX**

1000	Feuerbrand, fiery red .....	\$ .60	4.00
500	P. D. Williams, large apple blossom pink .....	.60	4.00
1000	Mrs. Scholten, large salmon red, new .....	.80	5.00

**PHLOX LINERS**

Our Lining out Phlox are plants that have been grown in the Green-house and are now ready for replanting in the open field.

500	Africa brilliant carmine, red eye .....	\$ .50	\$ 3.50
500	B Compte, wine color, extra .....	.50	3.50
500	Brilliant, fiery scarlet red eye .....	.50	3.50
250	Enchantress, salmon pink, dark eye .....	.50	3.50
500	Gen. Von Heutz, salmon red, white eye .....	.60	4.00
900	Jules Sandeau, large pure pink .....	.50	3.50
250	Lothair, bright crimson .....	.50	3.50
400	Lillian, pink, faint blue tinge .....	.60	4.00
250	Marechal French, deep scarlet, red eye .....	.60	4.00
500	Mrs. Van Beuningen, rich salmon red .....	.60	4.00
250	Prof. Virogow, crimson overlaid orange .....	.60	4.00
500	R. P. Struther, s rosy carmine, claret eye .....	.50	3.50
250	Rokoko, large clear, soft pink .....	.50	3.50
1000	Saladin, brilliant orange scarlet .....	.60	4.00
500	Sieboldi, orange scarlet red eye .....	.50	3.50
500	H. O. Wyers, white, red center .....	.50	3.50
500	Thor, deep shade of salmon .....	.50	3.50
1000	Von Hockberg, brilliant red .....	.60	4.00

**HARDY MUMS**

Extra fine rooted cuttings all will make a wonderful plant. Those are the leading varieties and will give you an abundance of blossoms in Fall.

Quantities To Offer		Per 100
500	Bessie Brown pompon reddish brown .....	\$ 3.00
1000	Crimson Beauty, large button dark red .....	3.00
1000	Glory of Seven Oaks, soft double yellow .....	3.00
1000	June Bride pompon dwarf, creamy white .....	3.00
	(blooms in June)	
500	Little Bob, button mahogany bronze .....	3.00
500	Model of Perfection, button baby white .....	3.00
1000	Psyche, lively shell pink .....	3.00
200	Ruth Hatton, new creamy white .....	3.50
1500	Red Flare, double brick red .....	3.25
3000	Red Azaleamum, extra .....	4.00
1000	Thalia, Korean, orange semidouble .....	3.00





## ENGLISH DASIES

(Bellis Perennis)

Quantities To Offer		Per 1000
10000	Titlis Carmine Quilled .....	\$ 2.50
5000	Chevreuse Double Red .....	3.00
12000	Crispa, Cherry Color .....	2.50
6000	Suttons, Double Scarlet .....	3.00

## IMPORTED TUBEROUS ROOTED BEGONIA BULBS

(extra fine Bulbs imported direct from Belgium)

Quantities To Offer		Per Dozen	Per 100
3000	Single and double, mixed colors .....	\$ .50	\$ 3.50

## CLEANUP SALE SURPLUS DAHLIA TUBERS

Those are all the leading varieties known for the best cutflower varieties.

Quantities To Offer		Per Dozen	Per 100
1000	Jersey Beauty florist, best pink .....	\$ .75	\$ 5.00
1000	Bathful Giant apricot giant fl. ....	1.00	5.00
1000	Barbara Redfern, large old rose .....	1.00	5.00
1000	Kathleen Norris, enormous pink .....	1.00	5.00
1000	Rose Fallon, Giant old gold .....	1.00	5.00
1000	Jane Cowl bronze buff and salmon .....	.75	5.00
1000	Sagamore, large apricot buff .....	.75	5.00

## CLEANUP SALE SURPLUS GLADIOLUS BULBS

Quantities To Offer		Per 100	Per 1000
5000	Wasaga, pale salmon Buff No. 1 .....	\$ 1.00	\$ 8.00
5000	Wasaga, pale salmon Buff No. 2 .....	.75	6.00
5000	Berty Snow, lavender rose No. 1 .....	1.00	8.00
5000	Berty Snow, lavender rose No. 2 .....	.75	6.00
5000	Maid of Orleans, best white No. 2 .....	1.25	10.00
5000	Picardy, best pink No. 2 .....	.75	8.00
5000	Morocco the black Glad No. 4 .....	.50	3.00
1000	Excellent, mixed No. 2 .....	.60	4.00
2000	Betty Nuthall, apricot pink No. 1 .....	1.00	8.00

# Florist Supplies

## WOOD LABELS. HIGH GRADE QUALITY. PAINTED

	Per 1000
TREE LABELS, copper wired 2½ inch x 11/16 inch .....	\$ 2.75
POTLABELS, 4 inch x 11/16 .....	2.40
POTLABELS 5 inch x 11/16 .....	2.60
POTLABELS, 6 inch x 11/16 .....	3.00
POTLABELS, 8 inch x 11/16 .....	3.75

## GARDEN LABELS

(Full 1 inch wide)—(250 in carton)

8 inch .....	\$ 5.50
10 inch .....	6.75
12 inch .....	10.00

## MAKE MONEY ON WREN HOUSES

Sells on sight. Waterproof. Decorative. Brightly Colored for eye Appeal and Quick Sale

No. 45	Old English Cottage House is packed one dozen to a case— Per case .....	\$5.00
No. 46	Log House Style is packed two dozen to a case with nicely as- sorted colors in each case. Per case of 2 dozen .....	\$5.00

## HORTICULTURAL PEAT

Every florist need this for sowing some time and you will never be able to buy at a cheaper price than we are offering to you.

Large burlapped bale ready for shipping average contents 20 Bushels or over, per bale .....\$3.50

## SPAGHUM MOSS

Harvested right here in Kalamazoo, Michigan, per bale.....70 cents

## ELASTIC RUBBER BANDS

Every florist, nursery, seedhouse need rubber bands. Cheaper than any twine you could use.

(Any size per box \$1.50 postpaid)

Size No.	Length	Width	Quantity in Box
8	$\frac{7}{8}$	1/16	7470
10	$1\frac{1}{4}$	1/16	5445
12	$1\frac{1}{4}$	1/16	3785
14	2	1/16	3320
18	3	1/16	2160
32	3	$\frac{1}{8}$	1080
64	$3\frac{1}{2}$	$\frac{1}{4}$	468

## RED STAR BRAND RAFFIA

Excellent quality, for use in tying plants, wrapping etc.

Per Pound ..... 35 cents

## HANGING BASKETS

These are made of strong wire, sturdily built for long service.  
Painted Green

10 inch .....	30c
12 inch .....	35c
14 inch .....	40c
16 inch .....	50c

## BULLDOG CLIPS

Packed 1000 to a box

Per Box of 1000 ..... 85c

## FOILS

Tinfoil plain, 6 inch wide

1 lb. roll .....	35c
Colored Foil, green or violet, 1 lb. roll .....	45c

## JAPANESE MATS

Direct imported Mats size 24x32 inches two tone solid colors and three color plaids

(Colors as follows)

White — Yellow — Red — Purple — Dark Pink — Lavender — Orange  
Orchid — Moss Green

Per Bundles of 100 Mats .....\$ 6.50

## WIRED PICKS — REGULAR

3 inch green box of 8000 .....	\$ 4.00
4 inch green box of 4500 .....	3.85
6 inch green box of 3000 .....	3.40
$2\frac{1}{2}$ plain per case of 50,000 .....	13.00

